

NEWS OF OUR CLIENTS



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A 'COOL' NEW PARTNERSHIP — CANYON COOLERS® SELECTS FULL-THROTTLE COMMUNICATIONS AS AGENCY OF RECORD

Canyon Coolers®, manufacturers of ridiculously cold, seriously tough coolers for every outdoor adventure, is pleased to announce that it has partnered with Full-Throttle Communications, a full-service marketing, advertising and public relations agency based out of Moorpark, CA. Effective immediately, the agency will be handling all public relations, advertising and marketing initiatives for the Flagstaff, AZ-based company.

“Full-Throttle has a proven track record of success, having worked with many other top brands in the industry, and we are confident that their combined marketing and industry expertise will help us take Canyon Coolers to the next level,” said Jason Costello of Canyon Coolers. “Our coolers are built with the highest quality materials making them incredibly tough and rugged, yet they are more affordable than the competition on the market. We look forward to making a big push with Full-Throttle to getting this message out.”

The three-year old brand has already built a solid reputation for its line of premium coolers, and their ability to hold ice for a ridiculously long time (ice retention time starts at nine days, and can go all the way up to 20 days depending on conditions.) The rugged line of coolers features incredibly thick walls featuring premium polyurethane (injected under pressure) within all wall cavities and the lid, ensuring extra long ice retention. Among the many features that make these coolers the perfect companion for any outdoor adventure is the quality consumers receive for the price — which comes in significantly lower than competitor premium coolers on the market. To learn more about Canyon Coolers’ full-line of premium, ridiculously cold and seriously tough coolers visit: canyoncoolers.com.

“We couldn’t be more excited about our partnership with Canyon Coolers,” said Jason Bear, President and CEO for Full-Throttle Communications. “Consumers will be truly impressed with the quality, performance and competitive price of their product, and we look forward to putting our creative team to work to strategically spread their message, and help the company continue to build brand presence within their target markets.”

The team at Full-Throttle Communications is comprised of industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions and incredibly strong media outreach that gives companies that competitive edge needed to grow their business.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 668 Flinn Ave., Suite 28, Moorpark, CA 93021. Telephone: (805)-529-3700 or visit online at full-throttlecommunications.com.

“Like” Canyon Coolers on  to keep up with the latest product news, events and giveaways.

“Like” Full-Throttle on 

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